

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Mansfield Downtown Partnership Offices
Thursday, January 28, 2010
5:00 pm**

MINUTES

Present: David Woods, Dee Goodrich, Kristin Schwab, and Logan Trimble

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to Order

David Woods called the meeting to order at 5:00 pm.

2. Public Comment

There was no public comment.

3. Approval of Minutes

Dee Goodrich moved to approve the minutes from the December 2 meeting.

Kristin Schwab seconded the motion.

The motion passed.

4. Recommendation to Appoint New Committee Member

Ms. Schwab moved to recommend to the Board of Directors that Logan Trimble be appointed to the Committee.

Ms. Goodrich seconded the motion.

The motion passed.

Dean Woods welcomed Mr. Trimble to the Committee, and each person introduced themselves.

5. Update on Storrs Center project including communications

Cynthia van Zelm reported that a ninth business, Tailoring by Tima, had signed a letter of intent to participate in the first phase of Storrs Center. She also reported that she had a conversation with the owner of the Vanilla Bean recently. He is eager to get started on the planning of the concept, which will be unique to Mansfield (not a copy of the Vanilla Bean or 85 Main). Ms. van Zelm added that work continues to progress on Storrs Road and that a rendering of the plan is available on the Partnership's website.

6. Review of Communications Plan

Ms. van Zelm updated the Committee with regards to several communications items, including the front page note ad and article in the ReminderNews, the Partnership's new facebook profile, and the planned reception for UConn students in February.

Ms. Schwab suggested contacting the UConn EcoHuskies to encourage them to become involved with the Partnership.

Kathleen Paterson will contact the EcoHuskies.

Ms. Goodrich suggested offering a door prize or other incentive to encourage students to attend the reception.

Ms. Schwab suggested asking businesses currently in the downtown area to contribute to a prize pack.

Ms. van Zelm will review the outreach plan with Christine Wilson, with whom she has been working on this event.

Ms. van Zelm explained the plans for the Partnership to participate in UConn's Alumni Weekend in June and asked the Committee for assistance with hosting the activities.

7. Update on Winter Fun Day

Ms. Paterson reminded the Committee that the 4th Annual Winter Fun Day will take place Saturday, February 13 from 11:00 am – 2:00 pm in front of the Mansfield Community Center. She said that the planned activities include: horse drawn wagon rides, ice skating (weather permitting), a 3-on-3 hockey demonstration by the Northeast Youth Hockey Association, ice sculptures, crafts, storytelling, a cappella performances by The Chordials and Rubyfruit, and a food drive for the Town of Mansfield Human Services' Food Pantry. She noted that refreshments will be available for purchase from Lizzie's of Taking Care of Tummies and from Starbucks.

Mr. Trimble and Ms. Schwab volunteered to help at Winter Fun Day.

8. Update on Spring Newsletter

Ms. Paterson informed the Committee that the spring newsletter will be published in the Chronicle on Tuesday, April 6 and will be included in the Chronicle's "Shopper" on Thursday, April 8.

9. Review Arts and Crafts Fair Work Plan

Ms. Paterson handed out the draft work plan for the proposed Arts and Crafts Fair. After some general discussion, it was decided that the work plan should be discussed in detail at the next Committee meeting and that a sub-committee should be formed to plan and carry out the event.

Each Committee member will consider who might be interested in serving on the Arts and Crafts Fair sub-committee and will bring names to the next meeting.

10. Adjourn

The meeting adjourned at 5:55 pm.

Minutes prepared by Kathleen M. Paterson